

F/P

SUPPLEMENT TO CONTRACT FOR
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. 263326

1. THE NAME OF THE CANDIDATE IS: Barack Obama
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF President of the US, In
the Primary Election, General Election, or Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS
Obama For America
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS
Martin Nesbitt
5. THE CONTACT PERSON FOR THE PURCHASER IS:

Katie Kewleman

Name

3050 K ST NW WASH DC 20007

Address

202 338 8700

Phone Number

6. THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Martin Nesbitt - Treasurer

Federal
President

* The Treasurer is often the only top officer of a Candidate Committee;



WPLG

ORDER

Print Date 10/30/12 Page 1 of 5

Flight Dates 10/31/12-11/06/12

<u>WPLG</u>	<u>Product</u>	<u>Estimate #</u>	2305
<u>Contract / Revision</u>	263326 / <u>OBAMA SCHED D</u>	<u>Alt Order #</u>	
<u>Original Date / Revision</u>	<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
10/30/12 10/30/12	<u>Billing Contact</u>	<u>Order Type</u>	GENERAL
<u>Advertiser</u> Pol/B Obama/Pres/D	<u>3050 K Street NW</u> <u>Suite 100</u> <u>Washington, DC 20007</u>	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u> GMMB		<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>	<u>Sales Office</u> DC	<u>Demographic</u>	A35+
<u>3050 K Street NW</u> <u>Suite 100</u> <u>Washington, DC 20007</u>	<u>Sales Region</u> NAT	<u>Rev Codes</u>	AGY POL CAND
	<u>Agency Ref</u>	<u>Product Codes</u>	PL-Presidential-Democrat
		<u>Priority</u>	P-2
		<u>Advertiser Ref</u>	

Primary Account Executive

Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share 26% Market Value 327500

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	31%	101525
WPXM	%	0
WSVN	25%	81875
WTVJ	18%	58950

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	60	\$72,377.50	\$85,150.00	0.00	10/29/12	11/06/12	60	\$72,377.50	\$85,150.00
Totals	60	\$72,377.50	\$85,150.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	60	\$72,377.50	\$85,150.00	0.00	10/29/12	11/06/12	60	\$72,377.50	\$85,150.00
Totals	60	\$72,377.50	\$85,150.00	0.00					



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Contract / Revision **263326** **Flight Dates 10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser Pol/B Obama/Pres/D

Product OBAMA SCHED D

Estimate # 2305



WPLG

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Contract / Revision 263326 Flight Dates 10/31/12-11/06/12

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser Pol/B Obama/Pres/D

Product OBAMA SCHED D

Estimate # 2305

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
15	WPLG	10/31/12	11/06/12	Su GMA Su GMA	CM	8-9am	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	-----S	1	\$1,000.00	0.00										
Week: 11/05/12	11/11/12	-----	0	\$0.00	0.00										
16	WPLG	10/31/12	11/06/12	M-F 10a Ricki Lake Ricki Lake 9/10	CM	10-11a (10:30 AM-11:00 AM)	MTWTF--	:30	2	\$500.00	P-2	0.00	NM	3	\$1,500.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	--WTF--	2	\$500.00	0.00										
Week: 11/05/12	11/11/12	-T----	1	\$500.00	0.00										
17	WPLG	10/31/12	11/06/12	M-F 12n News M-F LCL 10 News @ Noon	CM	12-1PM (12:00 PM-12:30 PM)	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	2	\$1,200.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	--WTF--	1	\$600.00	0.00										
Week: 11/05/12	11/11/12	M-----	1	\$600.00	0.00										
18	WPLG	10/31/12	11/06/12	M-F 12n News M-F LCL 10 News @ Noon	CM	12-1PM (12:30 PM-1:00 PM)	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	2	\$1,200.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	--WTF--	1	\$600.00	0.00										
Week: 11/05/12	11/11/12	M-----	1	\$600.00	0.00										
19	WPLG	10/31/12	11/06/12	9AM-Sat LCL 10 News Local 10 News Saturday (CM	9-10:30am (10:00 AM-10:30 AM)	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	-----S-	1	\$750.00	0.00										
Week: 11/05/12	11/11/12	-----	0	\$0.00	0.00										
20	WPLG	10/31/12	11/06/12	9a-Sun LCL 10 News 9a-Sun LCL 10 News	CM	9-1030am (9:00 AM-9:30 AM)	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	-----S	1	\$600.00	0.00										
Week: 11/05/12	11/11/12	-----	0	\$0.00	0.00										
21	WPLG	10/31/12	11/06/12	9a-Sun LCL 10 News 9a-Sun LCL 10 News	CM	9-1030am (9:30 AM-10:00 AM)	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	-----S	1	\$600.00	0.00										
Week: 11/05/12	11/11/12	-----	0	\$0.00	0.00										
22	WPLG	10/31/12	11/06/12	9a-Sun LCL 10 News 9a-Sun LCL 10 News	CM	9-1030am (10:00 AM-10:30 AM)	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	-----S	1	\$600.00	0.00										
Week: 11/05/12	11/11/12	-----	0	\$0.00	0.00										
23	WPLG	10/31/12	11/06/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-5:30 PM)	MTWTF--	:30	1	\$1,800.00	P-1	0.00	NM	2	\$3,600.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	--WTF--	1	\$1,800.00	0.00										
Week: 11/05/12	11/11/12	M-----	1	\$1,800.00	0.00										
24	WPLG	10/31/12	11/06/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	MTWTF--	:30	1	\$1,800.00	P-1	0.00	NM	2	\$3,600.00
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	--WTF--	1	\$1,800.00	0.00										
Week: 11/05/12	11/11/12	M-----	1	\$1,800.00	0.00										
E 25	WPLG	10/31/12	11/06/12	M-F 6p LCL News M-F Local News	CM	6-630pm	--WTF--	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00



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Contract / Revision 263326 Flight Dates 10/31/12-11/06/12Hiatus DatesOriginal Date / Revision 10/30/12/ 10/30/12Order Sep 00:15:00Advertiser Pol/B Obama/Pres/DProduct OBAMA SCHED DEstimate # 2305

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	<u>Totals</u>		
													Spots	Amount	
E 25	WPLG	10/31/12	11/06/12	M-F 6p LCL News M-F Local News	CM	6-630pm	--WTF--	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		1	\$3,500.00			0.00					
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00					
26	WPLG	10/31/12	11/06/12	Sports Saturday during CM Sports Saturday 7-8p	CM	7-8P	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----S-		1	\$800.00			0.00					
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00					
27	WPLG	10/31/12	11/06/12	M-F 7p Wheel of Fortune CM M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	1	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		1	\$2,000.00			0.00					
		Week: 11/05/12	11/11/12	M-----		1	\$2,000.00			0.00					
28	WPLG	10/31/12	11/06/12	M-F 730p Jeopardy M-F Jeopardy	CM	730-8pm	MTWTF--	:30	1	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		1	\$2,500.00			0.00					
		Week: 11/05/12	11/11/12	M-----		1	\$2,500.00			0.00					
29	WPLG	11/05/12	11/05/12	Mon 8-9p Dancing With The Stars: /	CM	8-10p	M-----	:30	1	\$13,000.00	P-2	0.00	NM	1	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$13,000.00			0.00					
30	WPLG	11/04/12	11/05/12	Su 8-9p Once Upon a Time	CM	8-9p	-----S	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----S		1	\$7,500.00			0.00					
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00					
E 31	WPLG	10/31/12	11/05/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	M-WTF--	:30	1	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		1	\$2,500.00			0.00					
		Week: 11/05/12	11/11/12	M-----		1	\$2,500.00			0.00					
32	WPLG	10/31/12	11/05/12	M-Su LR Late News CM M-Su Late Run Late News	CM	Various	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----S-		1	\$1,200.00			0.00					
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00					
33	WPLG	10/31/12	11/05/12	SUN 11-1130P SUN 11-1135P	CM	11-1135P	-----S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$1,600.00			0.00					
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00					
N 34	WPLG	10/31/12	10/31/12	Wed 9-10p Modern Family / Suburgal	CM	9-10p	--W----	:30	1	\$5,500.00	LUR	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1	\$5,500.00			0.00					
N 35	WPLG	10/31/12	10/31/12	Wed 10-11p Nashville	CM	10-11p	--W----	:30	1	\$2,000.00	LUR	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1	\$2,000.00			0.00					



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Contract / Revision **263326** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

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Order Sep 00:15:00

Advertiser Pol/B Obama/Pres/D

Product OBAMA SCHED D

Estimate # 2305